

R. H. Macy & Co.'s Attractions Are Their Low Prices.
Macy's
Herald Square, Broadway, 34th to 35th St.

FLAWLESS White DIAMONDS
Reduced 1/5 from Regular Prices
For This Week Only

We could not buy such Diamonds at the prices these are now marked.

To-Day is the
Last Day of the Sale

Wait for Our Great White Sale Which
Will Begin on Monday Morning, May 5th

Save 1/2 and more on "Sheffield"
SILVER Plated WARE

See the special tables facing the centre Broadway entrance and the further display in the Department to the left of the main entrance.

This ware is solid copper (in some few cases, nickel silver) very heavily plated with fine silver, and the designs are faithful reproductions of the masterpieces of the old goldsmiths and silversmiths work that reached its highest development in England about the year 1740.

Arranged by sections according to price, are (among others) the following:

Sandwich Plates	Tea Caddies	Small Meat Platters
Muffinners	Round Chop Dishes	Comports
Baskets	Ice Cream Trays	Coasters and Syrup Pitchers
Card Trays	Small Bait and Trays	Sauce Boats and Trays
	Covered Vegetable Dishes (Covers can be used as separate dish)	
Plain Serving Kettles, with lamps	Serving Trays	
Covered Chop Dishes	Well and Tree Meat Dishes	
Spoons	Water Pitchers	
Large Sandwich Plates	Boules	

Prices are \$3.38, \$4.96, \$7.49, \$9.74, \$11.89 and up to \$34.75.

Suggestions only are given here of fine Silverware running up to \$34.75 for a magnificent \$60.00 gallery tray.

SALE of Summer CURTAINS
Savings of 1/4, 1/3 and More

Prices 39c, 49c, 59c, 74c, 98c, and up to \$4.74, \$4.96, and \$5.94.

A huge collection of over 2,000 Curtains taken from regular stock and combined with a special lot of nearly 1,000 more, made up for us by leading manufacturers.

Take elevator or escalator direct to the new and much enlarged and improved Department, now on the Fourth Floor.

Make your choice from nearly every kind of Curtain that is made, including:

Plain and Colored Swiss	Lace, Net and Scrim
Renaissance	Marie Antoinette
Plain and Colored Crete and Nottingham Lace.	Marquise

\$9.00 Large Rattan ROCKERS
Exceptional Value at \$7.67

In the New Enlarged and Greatly Improved Department on the Sixth Floor.

We illustrate these Rockers, which have unusually wide, comfortable arms and roomy seats.

Notice the handy rack at the side, intended for papers or magazines. Also the upholstery in figured cretonnes.

The color is forest green. Rockers without pocket, \$7.24.



\$7.75 Rockers, \$5.67

Distinguished by wide arms, large roomy seats and round comfortable back. Fitted with cretonne cushion, and made of strong rattan stained a warm mellow brown.

SUMMER Floor COVERINGS

Great savings in the new and much improved Department, now on the Fourth Floor. Take elevator or escalator direct to the Department.

"Crex" Grass Rugs at Greatly Reduced Prices

Choice of eight sizes in all, in Rugs colored green, red, blue and brown—some bound, some fringed to match the centre. All absolutely new and perfect.

Plain Crex Rugs

Size	Macy's Price	Special	Size	Macy's Price	Special
36 in. x 72 in.	\$1.14	94c	8 ft. x 10 ft.	\$5.24	\$4.34
4 ft. 6 in. x 7 ft. 6 in.	\$2.08	\$1.78	8 ft. x 12 ft.	\$6.34	\$5.24
6 ft. x 9 ft.	\$3.48	\$2.97	9 ft. x 12 ft.	\$6.89	\$5.94
6 ft. x 12 ft.	\$4.89	\$3.96	9 ft. x 15 ft.	\$8.94	\$7.74

Figured Crex Rugs

Size	Macy's Price	Special	Size	Macy's Price	Special
36 in. x 72 in.	\$1.24	\$1.04	8 ft. x 10 ft.	\$5.94	\$5.14
4 ft. 6 in. x 7 ft. 6 in.	\$2.48	\$2.09	8 ft. x 12 ft.	\$7.94	\$6.94
6 ft. x 9 ft.	\$3.96	\$3.48			

Straw Matting from China and Japan

An extraordinarily wide variety in design and color combination. The China Matting of heavy tough straw are in small checked and striped effects. The Japanese matting of finer straw and closer weave, in both large and small figured effects.

China Matting—40 yd. Rolls. At \$7.24, \$8.74, \$9.24, \$9.89, \$11.48, \$11.74, \$12.48.
Japanese Matting—40 yd. Rolls. At \$9.89, \$10.24, \$10.74, \$11.24, \$12.24, \$13.24, \$16.74, \$19.89.

Plain White Matting, both Chinese and Japanese, without figure or design, at \$9.89, \$11.74 and \$14.24 the 40-yd. Roll. In the same section are reversible 9 ft. x 12 ft. Matting Rugs, seamless at \$6.48 and with seam at \$3.24.

\$1.50 High-Grade Axminster Carpet, 89c

Several hundred rolls at this price for Saturday and Monday only in almost every conceivable color and design. Most of them with borders to match, and all perfect in every way.

AMUSEMENTS

NEW YORK'S LEADING THEATRES

EMPIRE Broadway, 40 St. Every 8:30
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

KNICKERBOCKER Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

LYCEUM Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

GARRICK Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

CRITERION Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

HUDSON Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

FULTON Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

RICHARD BENNETT Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

DAMAGED GOODS
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

NEW AMSTERDAM Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

LIBERTY Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

GAITEY Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

GLOBE Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

HIPPODROME Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

WINTER GARDEN Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

LYRIC Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

Matinee To-day
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

ARIZONA Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

PRINCESS Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

48TH ST. Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

WHAT HAPPENED TO MARY
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

THE GEISHA Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

THE MIKADO Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

PLAYHOUSE Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

GRACE GEORGE Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

ROMANCE Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

THE FIVE FRANKFORTERS Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

HER FIRST DIVORCE Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

THE WHIP Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

THE GOVERNORS' LADY Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

NOW MADISON SO. NOW Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

BUFFALO BILL'S Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

PAWNEE BILL'S Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

Today—Now—
This Once-a-Year
MEN'S Summer-Wear Sale

comes just at the right moment---the warm weather is here--- and you are offered substantial savings in the purchase of your Summer-Wear.

Here are thousands upon thousands of Men's Shirts, soft, fine, durable, material made in the Wanamaker way---the right way. To see them is to want to have---to wear them; and all are priced far below their values.

Also---men's suits, neckties, nightwear---all together making
Opportunity for the Man



SUITS

There is a new light-weight suit on the Burlington Arcade Floor for every man in New York who is going to buy one today

And whose standard is as high as \$17.50.

Sometimes we are inclined to be content that not every man should know we have the finest clothes in the world for the money. The leadership in sound styles and wide distribution is generally accorded us; we do a

great business; the new things all come to us---first; we have the call on woollens and workmanship; at any price between \$17.50 and \$45 we set the standard.

If all men knew, they would come to the Burlington Arcade from the farthest points in this Greater City, and—We should not have been able to offer you, in addition to our large regular stocks, what we do offer you today—

265 Men's Suits at \$22.50

A retail house in excellent standing ordered them—among others—to sell at \$30, \$35 and \$38. And every man who bought at these prices would have been thoroughly satisfied.

They were not finished on the date agreed upon, because of disputes in the industry, and the order was cancelled. "Shall we finish them for you?" asked the makers of us, their largest customers.

"At a price, and provided we may select the fabrics we prefer and not take those we do not want," we replied.

We came to an agreement and 265 of the suits were chosen—blues, grays, and a few browns and tans; worsteds, cassimeres and a few chevrons in a variety of patterns; semi-conservative single-breasted, lounge or sack suits and some English models; sizes 34 to 46.

Finest suits the first Saturday of May ever saw for \$22.50.

Ask to be Shown

—the silk-lined suits of blue and black serge at \$32.50; and the single and double-breasted fancy suits at \$27.50. It will be enlightening, even if you have no intention of buying.

When it's apple-blossom time a man needs

A New Hat

And where is the hat that can hold its own with the London Lincoln-Bennett?

Tweeds, felts in many shades, black derbies.

\$3.50 and \$5—the derbies, \$5.

We have other hats for you to choose from.

Straw Hats are Ready!

Wanamaker-Ovals, built to the shape of the head. Lincoln-Bennett Sennits from London, with different, distinctive trimmings—loose bows and new widths of bands, \$2, \$3, \$4.

American hats in the various straws, \$3.

Genuine Panamas, \$8 to \$25.

Pongee or satin caps, taffeta silk caps, are \$1 and \$1.50.

We Mention Raincoats

—virtually a necessity—because we have a short 100 of \$18 quality we can sell today for \$11.50. Rainy days are certain. A duplication of these values is not.

Paramatta cloth, double texture, rubberized, seams doubly cemented, raglan or fitted sleeves, military or convertible collars. Satisfactory service warranted by the maker; a warranty we will see is honored if the need of it arises.

(Burlington Arcade floor, New Building.)

SHIRTS

\$1.50 and \$2 Soft Mercerized Shirts for \$1.15

At first glance they look very much like silk shirts, and some of them have silk stripes; others are with woven stripe. Sensible, long-wearing and beautiful shirts for Summer; all with French cuffs.

\$2 Soft Mercerized Shirts for \$1.50

Wanamaker \$2 grades, for the materials are fine, and the patterns are excellently chosen. They are the best shirts we have ever offered for \$1.50.

\$5 Silk Shirts for \$3.50

Fifty different patterns, some with satin stripes. All shirts made with negligé French cuffs.

Soft Silk Mixture Shirts, \$2

The same kind of shirts—no better material, and about the same making—as are sold in other good stores for \$3.

The patterns are solid grounds on tan, gray, lavender and blue with thin white stripes.

\$1.50 Knit Ties, 95c

\$1.50 Plain Colored Madras Pajamas, \$1 and Genuine Soisette Pajamas, \$1.50

Athletic Underwear

—though 50c qualities—will be 35c today; three garments for \$1.

1800 pairs drawers—white fancy madras, mercerized and plain or striped cotton.

227 shirts—fancy madras.

Silk Socks

50c qualities which you may have today for 35c—three pairs \$1.

Pure silk, black, ten plain colors, ribbed necktie shades and shot effects in black and white.

For week-end sports:

Motor dusters and accessories.
Golf clubs, balls, shoes, jackets.
Tennis racquets, balls, shoes, trousers.
Boats, bicycles and canoes.

(Burlington Arcade floor, New Building.)

At the Subway Entrance, Subway floor, New Building

Men's \$1 to \$2 Fancy Shirts for 85c

Sample shirts, pleated and plain madras and percale with full laundered stiff cuffs; also added to this lot are other \$1, \$1.50 and \$2 soft summer shirts in full range of sizes from 14 to 18.

Men's 50c Neckties for 25c

Fresh, new neckties of foulard silk handkerchiefs in fancy colors and blue with white polka dots and figures, sold all over New York for 50c.

(Subway Entrance, New Building.)

John Wanamaker
Broadway at Ninth

AMUSEMENTS

CONAN'S THEATRE Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

MAY IRWIN Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

ASTOR Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

GRAND O. H. Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

AMUSEMENTS

FAREWELL CONCERT OF JOHN McCORMACK
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

METROPOLITAN Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

TO-NIGHT Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

ANY GRANT PRESENTS Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

AMUSEMENTS

COLUMBIA BURLESQUE Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

DAVE MARION AND DREAMLAND CO. Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

Hotels and Restaurants Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

Liuhow's Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

AMUSEMENTS

BRANCH THE SUN Broadway, 40th St.
"THE MASTER MIND"
"THE CONSPIRACY"
"THE PURPLE ROAD"
"THE GEISHA"
"THE WHIP"
"THE GOVERNORS' LADY"

Advertisements and subscriptions may be left at these offices, where the rates are the same as those charged at main office.

New York City—Wall Street men may leave subscriptions and advertisements at the Wall Street office, 23 Broad St. Telephone 228.

Chicago, Ill.—40 Super Building—Chas. F. Hall.